



The Selling Manager: How to Have and Do It All in Challenging Times

A Presentation for Owners and Managers for Challenging Markets

Over the past two decades, an increasing number of managers also sell. In fact, that number is over 75% today! That encompasses the selling owner/manager, and the branch manager. However, each job is really full-time! So, how does someone do justice to both jobs?

In this presentation, Carla Cross shows the four areas in which selling managers can excel—and how. This comes from personal experience. Cross knows how to do two or three things at once. For years she managed a real estate office to number one in profits and productivity in a large company--while enjoying a musical performance career, a real estate seminar career, and writing real estate productivity books!

In this presentation:

- ◆ The number one aspect of YOU that you aren't using—and that will become a recruiting magnet for you
- ◆ The one time management tool that will free you from being pulled in all directions at once—and help you get more done more quickly and better—for your office and for your agent teams
- ◆ How to avoid the 3 mistakes managers make that cost them precious time—and thousands of dollars
- ◆ The one most important critical action that all successful people take to enjoy greater success in real estate management and sales
- ◆ The 3 recruiting strategies you can employ—that you don't have to be personally involved in to recruit more people
- ◆ The 5 secrets to creating training that really does result in more productivity—for your office and for your agent teams
- ◆ The PROFIT formula for retention and growth—for your office and/or agent teams

For: All managers, from new to very experienced, selling or not
Those who want to be in management
Recruiters, Trainers, Coaches/Mentors
Experienced agents with assistants or teams

Time Frame: 1-½ to 6 hours

Special equipment: A Piano, if requested

Includes: A detailed outline with ready-to-use systems

